

# SANSA signpost

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## product evening

The top suppliers to the sign industry exhibited their latest products at the SANSA Product Evening held at Mandeville sports club on the 23<sup>rd</sup> May 2002. It didn't take long for the atmosphere to warm up on the cold winter night and for the visitors to really enjoy them selves. A light cocktail dinner was served followed by a highly anticipated lucky draw. The companies that exhibited donated prizes. Irvin Lefkowitz from Charles Field and Co. walked home with a trip for two to the wilderness game reserve Lapalala that is situated in the Waterberg.



## congratulations!

Congratulations to Jenny from Sign-a-Rama who won R1000 for her design, chosen as the new logo for the National Sign Association.

## whats up...

The past few months have been eventful for the SANSA members.

On the 25th April the committee voted in a new logo. The 23rd May marked the 4th SANSA Product Evening. 10 suppliers exhibited and every one who attended had a great time. Deon Swanepoel from Repro Signs has now run 3 vinyl application courses to the industry, as well as a certification course. If you haven't recieved your training certificate please contact Natalie Young at 0800 003661. See more about SANSA's training inside.



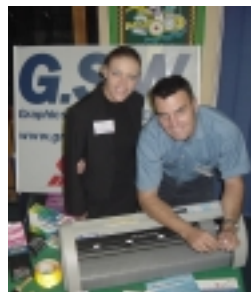
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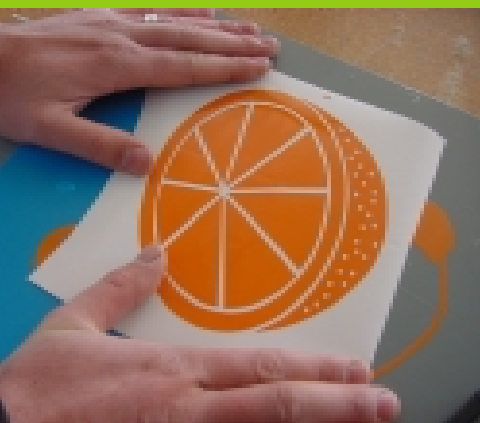
# SANSA signpost product evening



SANSA thanks all the exhibitors; Avery Dennison, Graphic Supply Warehouse, Neon Supplies, Octanorm, Synchron, Maizeys, Ampol, Sign'ora, Neon and Graphics Supplies, for their participation and for the wonderful prizes they provided for attendees. Thanks to all from the industry who attended the Product Evening.



# SANSA signpost training



## Hints & Tips for Successful Vinyl Application

- Ensure substrate is clean
- Bring materials to the correct temperature - cold vinyl is very difficult to apply
- Use proper application tools
- Use correct application techniques
- Ensure correct removal of application tape
- Cut all body seams
- Remove air bubbles.
- Don't forget to squeegee after your application.

### Substrate Selection

What ever substrate is used certain basic requirements must be adhered to:

The substrate must be:

- Clean
- Smooth
- Relatively non-porous
- Weather resistant

**TIP:** End users should evaluate substrate to determine its suitability (Especially if unique)

### Surface Preparation

**Tools needed for cleaning the surface of substrate:**

- Detergent and water wash
- Use clean rinsing detergent
- Solvent wipe
- Dry surface

### Preparation Steps

- Eliminate contaminants
- Ensure a clean surface by:

1. Saturating a lint-free paper towelling
2. Wiping Substrate
3. Don't forget to dry substrate *before* solvent evaporates

### Tips

- Do not use shop rags
- Use only recommended solvents
- Do not use cleaners with waxes, such as glass cleaner

### Steps to successful application

#### Application Tools

- Plastic applicator (Squeegee)
- Low friction sleeve
- Rivet brush
- Air release tool,
- Razor blades/knife
- Heat source (300?- 500 degrees F)

### Critical Application Requirements

- Ensure substrate clean
- Bring materials to the correct temperature (both Air & Substrate)
- Use Good, Sharp Squeegee (PA-1)
- Firm Plastic Applicator Pressure
- Use Overlapping Strokes
- Use Correct Film Overlaps
- Remove Application

### Post-Application

- Re-squeegee all edges & overlaps
- Re-squeegee upper & lower valleys of corrugated
- Correct air removal
- Use pin, not razor blade
- Puncture at edge of air bubble
- Brush down rivets
- Resqueegee all edges after cutting



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If you have training information which you believe might be of interest to the industry, or you would like to indicate your preferences for future training, please contact Natalie at 0800 003661 or email [peace.profiles@web.co.za](mailto:peace.profiles@web.co.za).

# SANSA signpost training

## SANSA needs your HELP... for TRAINING

SANSA's research shows that members of the industry want more sign-associated training. So a schedule of training has been devised to meet members' needs. But now we need YOUR help....

If you can supply training material, a venue, or a trainer for any one of these 11 courses SANSA would appreciate your help. Contact Natalie Young at 0800 003661

FOR MORE INFORMATION AND HANDS-ON TRAINING email [peace.profiles@web.co.za](mailto:peace.profiles@web.co.za).



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### PROPOSED SANSA TRAINING

| Category                 | Course Title                   | Theoretical |   |   | Practical |   | Exam |      |
|--------------------------|--------------------------------|-------------|---|---|-----------|---|------|------|
|                          |                                | 1           | 2 | 3 | 1         | 2 | Theo | Prac |
| 1. Vinyl                 | a. Production of Vinyl         | x           |   |   |           |   | x    | x    |
|                          | b. Vinyl Application           |             | x | x | x         | x | x    | x    |
| 2. Graphics              | a. Computer Tips               | x           | x |   |           |   | x    | x    |
|                          | b. Sign design                 |             |   | x | x         |   | x    | x    |
|                          | c. Sign Layout                 |             |   | x |           | x | x    | x    |
| 3. Digital               | a. Digital Printing Techniques | x           |   |   |           |   | x    |      |
|                          | b. Printing media & inks       | x           |   |   |           |   | x    |      |
|                          | c. Lamination Techniques       | x           |   |   |           |   | x    |      |
| 4. Finance               | a. Financial Principles        | x           | x |   | x         |   | x    |      |
|                          | b. Understanding your Business |             |   | x |           |   |      |      |
|                          | c. Cash Flow Analysis          |             |   | x |           | x | x    |      |
|                          | d. Ratio Analysis              |             |   | x |           | x | x    |      |
| 5. Marketing             | a. Marketing vs Advertising    | x           |   |   |           |   | x    |      |
|                          | b. Art of Selling              |             | x |   |           |   | x    |      |
|                          | c. Pricing Strategy            |             |   | x | x         |   | x    |      |
| 6. Production Management | a. Job Planning                | x           |   |   | x         |   | x    |      |
|                          | b. Products                    | x           |   |   |           |   | x    |      |
|                          | c. Quality Management          | x           |   |   |           |   | x    |      |
| 7. Strategic Management  | a. The vision                  | x           |   |   |           |   |      |      |
|                          | b. Business Plan               | x           | x |   | x         | x | x    | x    |
| 8. Screen Printing       | a. Screen Preparation          | x           |   |   | x         |   | x    |      |
|                          | b. How to make positives       |             | x |   | x         |   | x    |      |
|                          | c. Screen Printing Techniques  |             |   | x |           | x | x    | x    |
| 9. Illuminated Signs     | a. Types of signs              | x           |   |   |           |   | x    |      |
|                          | b. Electrical Construction     | x           |   |   |           |   | x    |      |
|                          | c. Important safety factors    | x           |   |   | x         |   | x    |      |
| 10. Neon                 | a. Neon sign layout            | x           |   |   |           |   | x    |      |
|                          | b. Handling of Neon            | x           |   |   |           |   | x    |      |
|                          | c. Neon installation tips      | x           |   |   |           |   | x    |      |
| 11. Material Handling    | a. Chromadeck                  | x           |   |   | x         |   | x    | x    |
|                          | b. Plastics                    |             | x |   |           | x | x    | x    |
|                          | c. Flexface                    |             | x | x |           | x | x    |      |
|                          | d. Banners                     | x           |   | x | x         |   | x    |      |

# SANSA signpost

## membership application form

want to join san sa?

NAME OF COMPANY: \_\_\_\_\_

DATE ESTABLISHED: \_\_\_\_\_

CONTACT PERSON \_\_\_\_\_

POSTAL ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_ CODE \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_  
 \_\_\_\_\_ CODE \_\_\_\_\_

TELEPHONE NUMBER: \_\_\_\_\_

FAX NUMBER : \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

MEMBERSHIP COSTS:  
 R300 Joining Fee and R400 Annual Fee

MEMBERSHIP CATEGORY

1. FULL MEMBER-  
 (Core business must be **manufacturing** signage.)

2. ASSOCIATE MEMBER-  
 (As above, but less than one year in business.)

3. AFFILIATE MEMBER-  
 (Riggers, material and equipment suppliers.)

I / We the authorised signatories of the above company, hereby apply for membership of the South African Sign Association and agree, in the event of our application being accepted, to be bound by the provision of the constitution of the Association as amended from time to time.

PRINCIPAL: \_\_\_\_\_

SIGNATURE : \_\_\_\_\_

ALTERNATE: \_\_\_\_\_

SIGNATURE : \_\_\_\_\_

DATE : \_\_\_\_\_

### code of ethics

In the spirit of honourable competition, we endorse methods which are legitimate and fair.

We resolve to:

- Act with integrity when dealing with customers, staff, colleagues, competitors, suppliers and authorities.
- Encourage the truthful and straightforward conduct by our associates and employees.
- Provide the highest possible standard of signage, product and service to our customers.
- Attend to complaints promptly and without prejudice.
- Furnish non-confidential assistance to other members.
- Participate fully in Association meetings and activities.
- Strive to enhance the reputation of the Association.
- Endeavour to promote sound relations between Association members.
- Place the highest priority on the well-being of the community and environment in which we operate.



Banking Details: Please pay direct to the SA National Sign Association, Nedbank Account No 1286007208, West Rand Commercial and fax copy of deposit slip to 011 462 3363

# SANSA signpost

## Reasons to be a member of SANSA

- Network
- Stay up-to-date with sign industry happenings
- Increase credibility
- Training
- Business opportunities
- Functions
- Product evenings
- Free one year subscription to Sign & Graphix magazine, worth R192
- 2 Decals with SANSA logo.
- A certificate of membership.
- Each member will receive software of the SANSA logo to use on their corporate stationery



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## whats next?

### SIGN INDUSTRY UPCOMING EVENTS

#### DURBAN PRODUCT DAY

18 July 2002  
10h00 - 19h00  
Durban Exhibition Center

#### JO'BURG PRODUCT DAY

6th August  
10h00 - 19h00

#### VINYL APPLICATION TRAINING( Provisional Dates)

Durban- Saturday 3rd August  
Cape Town - Saturday 31st August

#### SANSA SOCIAL

TBA

#### MAIZEY Road Show

Contact Yolande at 082 491 3281  
for details

## feedback

Dear sirs,

I am almost over the moon reading of the new found sign association, as in my view, there is a great need for a governing body on sign manufacturing in South Africa.

May I however raise a view point on the membership of the association:

Regarding signage, there are a couple of role players, namely the suppliers to the industry, the sign manufacturers, the municipal councils and the sign end users/ owners. There are therefor various angles to the manufacturing and useage of signage. Over many years I have learned that Municipal Councils have their own rules and bylaws regarding signage, which are more than often not understood. Would it not therefor be to the advantage of all, if the S.A. Sign Association have members from not only the sign manufacturers, but also from Suppliers to the industry, Municipal Councils (especially Durban and Cape Town) as well as Corporate End users. In so doing, quality standards could be set to accommodate all parties involved in signage and to the advantage of all.

Kind regards,

Nico Bezuidenhout.

Absa Signage Department.

For more details of upcoming events please contact Natalie Young on  
0800 003661